

CLAIMS:

1. A composition comprising a surfactant system in an aqueous medium, wherein said surfactant system exhibits at least one paracrystalline phase of either a direct type and/or a cubic type when temperature increases above 30°C and remains present up to at least 45°C.

2. The composition according to Claim 1, wherein the paracrystalline phase is at least one direct hexagonal phase.

3. The composition according to Claim 1, wherein said surfactant system also exhibits a phase of lamellar type.

4. The composition according to Claim 1, wherein said composition has  $|G^*|$  modulus ranging from  $10^2$  to  $10^5$  Pa at a temperature of 25°C and a loss angle  $\delta$  ranging from 10 to 45° for frequencies ranging from  $10^{-2}$  to 10 Hz.

5. The composition according to Claim 1 wherein the surfactant system comprises at least one water-soluble surfactant and at least one water-insoluble surfactant.

6. The composition according to Claim 1, wherein the surfactant system comprises at least one water-soluble anionic surfactant.

7. The composition according to Claim 6, wherein the water-soluble anionic surfactant is chosen from the group consisting of carboxylic acids and their salts, ethoxylated carboxylic acids and their salts, sarcosinates and acylsarcosinates and their salts, taurates and methyltaurates and their salts, isethionates and acylisethionates and their salts, sulposuccinates and their salts, alkyl sulphates and alkyl ether sulphates and their salts, monoalkyl and dialkyl esters of phosphoric acid and their salts, alkanesulphonates and their salts, bile salts, lipoamino acids and their salts, geminal surfactants and their mixtures.

8. The composition according to Claim 5, wherein the water-soluble surfactant is an amphoteric or zwitterionic surfactant chosen from the group consisting of betaines, sulphobetaines, alkylamphoacetates and their mixtures.

9. The composition according to Claim 5, wherein the water-soluble surfactant is a nonionic surfactant chosen from the group consisting of polyol ethers, polyglycerol ethers and esters, polyoxyethylenated fatty alcohols, alkyl-C<sub>1</sub>-C<sub>14</sub> polyglucosides, alkyl glucopyranosides and alkyl thioglucopyranosides, alkyl maltosides, alkyl-N-methylglucamides, polyoxyethylenated sorbitan esters, aminoalcohol esters and their mixtures.

10. The composition according to Claim 5, wherein the water-insoluble surfactant is chosen from the group consisting of carboxylic acids and their salt, esters of glycerol and fatty acids, alkyl-C<sub>15</sub>-C<sub>30</sub> polyglucosides, optionally oxyethylenated sterol and phytosterol derivatives, alkaline salts of cholesterol sulphate, alkaline salts of cholesterol phosphate, polyoxyethylenated fatty alcohols, dialkyl phosphates, lecithins, sphingomyelins, ceramides and their mixtures.

11. The composition according to Claim 1, wherein the surfactant system is present in an amount, as active material, ranging from 20 to 65% by weight with respect to the total weight of the composition.

12. The composition according to Claim 1, wherein the surfactant system comprises from 10 to 50% by weight of water-soluble surfactant with respect to the total weight of the composition.

13. The composition according to Claim 1, wherein the surfactant system comprises at least 15% by weight of water-soluble surfactant with respect to the total weight of the composition.

14. The composition according to Claim 1, wherein the surfactant system comprises at least 10% by weight of water-soluble soap with respect to the total weight of the composition.

15. The composition according to Claim 1, wherein the surfactant system comprises from 5 to 50% by weight of water-insoluble surfactant with respect to the total weight of the composition.

16. The composition according to Claim 1, wherein the surfactant system comprises an overall amount of soaps of at least 20% by weight with respect to the total weight of the composition.

17. The composition according to Claim 1, further comprising at least one solvent chosen from the group consisting of lower alcohols, polyols, sugars and their mixtures.

18. The composition according to Claim 1, further comprising at least one thickening agent.

19. The composition according to Claim 1, wherein said surfactant system exhibits at least one paracrystalline phase of either a direct or cubic type at temperatures above 45 degrees C.

20. A process for cleansing grime from skin, scalp or hair comprising:  
applying to the skin, scalp or hair a composition comprising a surfactant in an aqueous medium, wherein said surfactant exhibits at least one paracrystalline phase of either a direct type or a cubic type at temperatures ranging from 30°C to 45°C, inclusive;  
forming a foam of said surfactant by a massaging action; and  
rinsing said foam with water.